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The City of Lynchburg, Virginia

Report of Demographic Subgroup Comparisons 2006



The National Citizen SurveyTM by National Research Center, Inc.

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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey $^{\text{\tiny TM}}$ (The NCS $^{\text{\tiny TM}}$) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The National Citizen Survey[™] was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey[™] that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Lynchburg staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Lynchburg staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Lynchburg chose was to have crosstabulations of evaluative questions 1-16c by demographic questions 21 (rent/own home), 29 (race of respondent), 30 (age of respondent) and question 31 (gender of respondent).

UNDERSTANDING THE RESULTS

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "excellent," then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor" rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was "good," then the result would be 67 on a 100-point scale; "fair" would be 33 on the 100-point scale.

Understanding the Tables

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was "about right." For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents' perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they are marked in gray.

The National Citizen SurveyTM by National Research Center, Inc.

COMPARISONS

| | | | | Qua | ality of Li | ife Rating | gs | | | | | | |
|---|---|---|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this house or mobile | | Ra | ıce | | ln [,] | which ca | ategory is | s your a | ge? | | What is gend | • |
| | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| How do you rate Lynchburg as a place to live? | 64 | 67 | 68 | 61 | 59 | 62 | 67 | 68 | 65 | 68 | 76 | 66 | 66 |
| How do you rate your neighborhood as a place to live? | 65 | 66 | 69 | 58 | 68 | 64 | 65 | 70 | 56 | 66 | 70 | 65 | 67 |
| How do you rate Lynchburg as a place to raise children? | 60 | 69 | 69 | 58 | 59 | 67 | 67 | 71 | 60 | 65 | 64 | 65 | 67 |
| How do you rate Lynchburg as a place to work? | 46 | 50 | 54 | 37 | 49 | 42 | 52 | 48 | 49 | 49 | 60 | 49 | 48 |
| How do you rate Lynchburg as a place to retire? | 59 | 58 | 59 | 58 | 56 | 51 | 51 | 64 | 55 | 67 | 71 | 57 | 60 |

| | | | | Qua | ality of Li | ife Ratin | gs | | | | | | |
|--|---|--|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this house or mobile | The second secon | Ra | ace | | In | which ca | ntegory i | s your a | ge? | | What is gend | - |
| | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| How do you rate the overall quality of life in Lynchburg? | 60 | 61 | 62 | 56 | 58 | 59 | 62 | 63 | 60 | 60 | 63 | 61 | 60 |

| | | | Ch | aracteri | stics of | the Com | munity | | | | | | |
|--|---|---|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this apartment, hon | or mobile | Ra | ıce | | ln v | which ca | itegory i | s your a | ge? | | What is gend | |
| Please rate each of the following characteristics as they relate to Lynchburg as a whole: | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Sense of community | 51 | 49 | 51 | 48 | 48 | 45 | 53 | 49 | 52 | 57 | 56 | 52 | 48 |
| Openness and acceptance | 43 | 39 | 43 | 38 | 39 | 28 | 47 | 45 | 46 | 49 | 49 | 40 | 42 |
| Overall appearance of Lynchburg | 54 | 57 | 57 | 55 | 48 | 55 | 57 | 58 | 59 | 58 | 60 | 57 | 56 |
| Opportunities to attend cultural activities | 47 | 40 | 46 | 37 | 32 | 38 | 40 | 41 | 50 | 52 | 63 | 44 | 43 |
| Shopping opportunities | 54 | 48 | 51 | 49 | 30 | 42 | 52 | 57 | 59 | 58 | 63 | 47 | 54 |
| Air quality | 61 | 60 | 62 | 56 | 67 | 62 | 62 | 60 | 56 | 57 | 56 | 58 | 63 |
| Recreational opportunities | 47 | 49 | 51 | 40 | 37 | 49 | 51 | 47 | 49 | 48 | 57 | 46 | 51 |
| Job opportunities | 31 | 36 | 38 | 26 | 30 | 32 | 36 | 35 | 34 | 34 | 46 | 34 | 35 |
| Access to affordable quality housing | 43 | 53 | 53 | 40 | 52 | 49 | 48 | 49 | 45 | 52 | 54 | 46 | 53 |
| Access to affordable quality child care | 45 | 46 | 48 | 42 | 46 | 45 | 38 | 49 | 50 | 47 | 56 | 44 | 49 |
| Access to affordable quality health care | 51 | 54 | 56 | 47 | 54 | 51 | 48 | 54 | 51 | 61 | 56 | 51 | 55 |
| Ease of car travel in Lynchburg | 49 | 55 | 52 | 54 | 34 | 55 | 52 | 57 | 54 | 55 | 58 | 55 | 50 |

| | | | Ch | aracteri | stics of | the Com | munity | | | | | | |
|---|---|---|----------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | | house, , or mobile ne | Ra | ıce | | ln v | which ca | ategory i | s your a | ge? | | What is gend | |
| _ynchburg | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Ease of bus travel in Lynchburg | 50 | 38 | 43 | 46 | 42 | 44 | 35 | 50 | 46 | 44 | 39 | 45 | 42 |
| Ease of bicycle travel in Lynchburg | 43 | 36 | 39 | 40 | 31 | 40 | 33 | 42 | 38 | 42 | 52 | 40 | 38 |
| Ease of walking in Lynchburg | 49 | 45 | 47 | 48 | 42 | 46 | 41 | 50 | 47 | 50 | 60 | 47 | 47 |
| Educational opportunities | 61 | 64 | 67 | 54 | 65 | 62 | 59 | 62 | 65 | 65 | 67 | 62 | 64 |
| Overall image/reputation of Lynchburg | 52 | 56 | 57 | 49 | 45 | 56 | 53 | 58 | 51 | 58 | 60 | 55 | 54 |
| Overall quality of new development in Lynchburg | 55 | 49 | 54 | 49 | 52 | 53 | 42 | 54 | 54 | 55 | 58 | 52 | 51 |
| Average rating on a | 100-point sca | le (100=Excel | ent, 0=P | oor) | | | | | | | | | |

| | | | R | atings of | f Growth | ı | | | | | | |
|---|--|--|---|--|--|---|--|--|---|--|--|---|
| | The second secon | Ra | ıce | | ln : | which ca | ategory is | s your aç | ge? | | What is gende | - |
| Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| 59% | 58% | 59% | 58% | 61% | 65% | 60% | 46% | 53% | 71% | 52% | 60% | 57% |
| 38% | 52% | 48% | 47% | 37% | 52% | 41% | 52% | 33% | 49% | 69% | 44% | 51% |
| 23% | 29% | 33% | 13% | 14% | 39% | 28% | 22% | 12% | 31% | 40% | 23% | 32% |
| | or mobile Rented for cash or occupied without cash payment? 59% | cash or occupied without cash payment? 59% 58% Cowned by you or someone in this house | or mobile home Ra Rented for cash or Owned by occupied you or without someone cash in this payment? house white 59% 58% 59% | Is this house, apartment, or mobile home Race Rented for cash or Owned by occupied you or without someone cash in this payment? house white white 59% 58% 59% 58% 38% 52% 48% 47% | Is this house, apartment, or mobile home Race Rented for cash or occupied you or without someone cash in this payment? house white white years 59% 58% 59% 58% 61% | Is this house, apartment, or mobile home Race In Rented for cash or occupied without cash in this payment? Owned by you or without someone cash in this house 18 to 25 to 34 34 years 59% 58% 59% 58% 61% 65% 38% 52% 48% 47% 37% 52% | or mobile home Race In which can be described as a second or cash or cash or without someone cash in this payment? Owned by you or without someone cash in this payment? 18 to 25 to 35 to 35 to 44 and 44 and 44 are second or second o | Rented for cash or occupied you or without someone cash in this payment? house white white years y | Rented for cash or occupied without someone cash in this payment? house white white years years | Rented for cash or occupied you or without someone cash in this payment? house h | Sthis house, apartment, or mobile home Race In which category is your age? | Rented for cash or owned by occupied you or without someone cash in this payment? house white white years years |

| | | | Ratings | of Pote | ntial Pro | blems ir | Lynchb | urg | | | | | |
|---|---|---|---------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this apartment, hon | , or mobile | Ra | ıce | | ln v | which ca | tegory i | s your a | ge? | | What is gend | |
| To what degree, if at all, are the following in Lynchburg: | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Crime | 34 | 43 | 43 | 32 | 36 | 50 | 40 | 39 | 30 | 31 | 32 | 37 | 43 |
| Drugs | 27 | 28 | 31 | 21 | 25 | 40 | 21 | 28 | 19 | 19 | 24 | 25 | 30 |
| Too much growth | 64 | 57 | 57 | 67 | 69 | 69 | 52 | 52 | 53 | 58 | 56 | 58 | 62 |
| Lack of growth | 73 | 72 | 76 | 65 | 77 | 80 | 73 | 69 | 59 | 72 | 69 | 76 | 69 |
| Graffiti | 68 | 72 | 71 | 69 | 70 | 75 | 68 | 65 | 71 | 70 | 64 | 67 | 73 |
| Noise | 60 | 68 | 67 | 59 | 74 | 70 | 63 | 64 | 56 | 65 | 50 | 62 | 68 |
| Run down buildings, weed lots, or junk vehicles | 43 | 48 | 48 | 42 | 51 | 55 | 45 | 41 | 38 | 46 | 37 | 43 | 50 |
| Taxes | 42 | 36 | 38 | 40 | 45 | 38 | 42 | 33 | 38 | 41 | 37 | 38 | 39 |
| Traffic congestion | 44 | 44 | 42 | 50 | 29 | 46 | 43 | 50 | 41 | 50 | 44 | 45 | 43 |
| Unsupervised youth | 39 | 45 | 46 | 37 | 44 | 49 | 46 | 43 | 29 | 37 | 32 | 41 | 45 |
| Homelessness | 45 | 58 | 56 | 46 | 55 | 67 | 52 | 49 | 37 | 46 | 35 | 46 | 61 |
| Weeds | 52 | 62 | 61 | 49 | 58 | 72 | 64 | 50 | 45 | 54 | 37 | 54 | 62 |

| | | | Ratings | of Pote | ntial Pro | blems ir | Lynchb | ourg | | | | | |
|---|---|---|---------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|---------------|------|
| | Is this apartment, hon | or mobile | Ra | ace | | ln v | which ca | ategory i | s your a | ge? | | What is gende | |
| To what degree, if at all, are the following in Lynchburg: | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Absence of communications from the City of Lynchburg translated into languages other than English | 71 | 75 | 80 | 62 | 60 | 82 | 73 | 75 | 64 | 73 | 75 | 73 | 74 |
| Unwanted local businesses | 81 | 77 | 80 | 78 | 78 | 91 | 74 | 68 | 76 | 78 | 67 | 75 | 82 |
| Average rating on a | 100-point scal | e (100=Not a | problem | , 0=Majo | r problen | n) | | | | | | | |

| | | | Ratin | ngs of Sa | afety from | n Variou | s Proble | ms | | | | | |
|--|---|--|------------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| Please rate | Is this house or mobile | The second secon | Ra | ace | | ln [•] | which ca | itegory i | s your a | ge? | | What is gend | - |
| how safe you feel from the following occurring to you in Lynchburg: | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Violent crime | 54 | 69 | 66 | 55 | 50 | 72 | 69 | 60 | 52 | 58 | 67 | 59 | 68 |
| Property crimes | 49 | 60 | 58 | 50 | 43 | 56 | 66 | 55 | 47 | 53 | 67 | 54 | 58 |
| Fire | 69 | 75 | 74 | 70 | 60 | 71 | 80 | 75 | 70 | 75 | 79 | 69 | 78 |
| Average rating or | n a 100-point so | ale (100=Very | / safe, 0= | Very uns | safe) | | | | | | | | |

the day

dark

In Lynchburg's parks after

Ratings of Feelings of Safety in Various Areas Is this house, apartment, What is your or mobile home... Race In which category is your age? gender? Rented for Owned by cash or **75** occupied you or Please rate without someone 18 to 25 to 35 to 45 to 55 to 65 to vears how safe you cash in this non-24 34 44 54 64 74 or feel: payment? house white white years years years years vears older **Female** Male years In your neighborhood during the day 89 89 92 82 86 96 90 85 84 90 87 87 91 In vour neighborhood 76 64 75 71 after dark 70 77 74 74 80 72 65 71 76 In Lynchburg's downtown area 76 67 83 73 66 74 78 during the day 71 79 77 81 77 74 In Lynchburg's downtown area 37 37 47 27 38 45 42 40 41 39 35 45 after dark 41 In Lynchburg's parks during

Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)

73

32

72

27

73

36

78

28

80

34

75

38

67

26

67

22

71

26

65

25

68

25

78

36

66

28

| | | C | rime Vic | ctimizatio | on and R | eporting | | | | | | |
|---|--|--|--|--|---|--|--|---|--|--|---|---|
| | | Ra | ıce | | ln : | which ca | ntegory i | s your a | ge? | | | - |
| Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| 12% | 12% | 14% | 7% | 7% | 12% | 17% | 17% | 7% | 7% | 7% | 10% | 14% |
| 68% | 66% | 70% | 56% | 100% | 72% | 56% | 81% | 19% | 100% | 36% | 60% | 74% |
| | or mobile Rented for cash or occupied without cash payment? | cash or occupied you or someone in this house 12% 12% | Is this house, apartment, or mobile home Ra Rented for cash or Owned by occupied you or without someone cash in this payment? house white | Is this house, apartment, or mobile home Race Rented for cash or Owned by occupied you or without someone cash in this non-payment? house white white | Is this house, apartment, or mobile home Race Rented for cash or Owned by occupied you or without someone cash in this non- 24 payment? house white white years 12% 12% 14% 7% 7% | Is this house, apartment, or mobile home Race In Rented for cash or Owned by occupied you or without someone cash in this non-24 34 payment? house white white years years 12% 12% 14% 7% 7% 12% | Is this house, apartment, or mobile home Race In which can be cash or Owned by occupied you or without someone cash in this non- 24 34 44 payment? house white white years years years | Rented for cash or Owned by occupied you or without someone cash in this payment? house white white years years years 12% 12% 14% 7% 7% 12% 17% 17% | Is this house, apartment, or mobile home Race In which category is your against the cash or cash or without someone cash in this payment? house white white years years years years years 12% 12% 14% 7% 7% 12% 17% 17% 7% | Is this house, apartment, or mobile home Race In which category is your age? Rented for cash or Owned by occupied you or without someone cash in this payment? house white white years years years years years years years 18 to 25 to 35 to 45 to 55 to 65 to 45 to 55 to 65 to 55 to 65 to 74 payment? house white white years years years years years years | Is this house, apartment, or mobile home Race In which category is your age? Rented for cash or Owned by occupied you or without someone cash in this payment? house white white years years years years years years years older | Is this house, apartment, or mobile home Race In which category is your age? What is gend Rented for cash or Owned by occupied you or without someone cash in this non- 24 34 44 54 64 74 or payment? house white white years years years years years years older Female |

| | | | | Use of C | Commun | ity Amer | nities | | | | | | |
|---|---|---|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|---------------|------|
| In the last 12 months, about how many | Is this apartment, | or mobile | Ra | ıce | | ln v | which ca | ntegory i | s your a | ge? | | What is gende | |
| public libraries or | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Used Lynchburg public libraries or their services | 72% | 73% | 71% | 75% | 51% | 75% | 84% | 75% | 66% | 65% | 73% | 75% | 67% |
| Used Lynchburg recreation centers | 46% | 49% | 42% | 60% | 52% | 47% | 56% | 56% | 46% | 33% | 29% | 46% | 49% |
| Participated in a recreation program or activity | 41% | 49% | 43% | 50% | 48% | 54% | 49% | 44% | 44% | 31% | 28% | 41% | 49% |
| Visited a Lynchburg park | 85% | 84% | 85% | 79% | 95% | 89% | 92% | 84% | 83% | 64% | 53% | 80% | 86% |
| Ridden a local bus within Lynchburg | 41% | 15% | 20% | 41% | 19% | 28% | 15% | 27% | 32% | 34% | 25% | 23% | 29% |
| Attended a meeting of local elected officials or other local public meeting | 21% | 34% | 26% | 32% | 7% | 24% | 45% | 34% | 30% | 22% | 27% | 23% | 34% |

| | | | | Use of C | Commun | ity Amer | nities | | | | | | |
|--|---|---------------------------------------|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| In the last 12 months, about how many | Is this apartment, hom | or mobile | Ra | ace | | ln v | which ca | ntegory i | s your a | ge? | | What is gend | |
| times, if ever, have you or other household members participated in the following activities? | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Watched a meeting of local elected officials or other local public meeting on cable television | 56% | 64% | 59% | 63% | 24% | 43% | 72% | 69% | 69% | 79% | 79% | 62% | 57% |
| Recycled used paper, cans or bottles from your home | 59% | 77% | 73% | 59% | 53% | 61% | 71% | 77% | 75% | 76% | 74% | 64% | 76% |
| Volunteered your time to some group/activity in Lynchburg | 46% | 62% | 58% | 48% | 41% | 67% | 56% | 57% | 49% | 44% | 50% | 54% | 56% |
| Read the City Source Newsletter | 37% | 43% | 38% | 47% | 18% | 29% | 54% | 46% | 43% | 45% | 49% | 39% | 42% |
| Used the Internet for anything | 66% | 86% | 81% | 63% | 93% | 92% | 88% | 77% | 59% | 51% | 38% | 77% | 75% |
| Used the Internet to conduct business with Lynchburg | 36% | 46% | 45% | 29% | 54% | 49% | 52% | 48% | 28% | 18% | 12% | 41% | 40% |

Comparisons

| | | | | Use of C | Commun | ity Amer | nities | | | | | | |
|---|---|---|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|---------------|------|
| In the last 12 months, about how many | Is this I apartment, hom | or mobile | Ra | ıce | | ln v | which ca | itegory i | s your a | ge? | | What is gende | |
| times, if ever, have you or other household members participated in the following activities? | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Purchased an item over the Internet | 52% | 71% | 67% | 50% | 76% | 86% | 73% | 57% | 50% | 28% | 22% | 58% | 67% |

Proportion of respondents engaging in activity at least once in last 12 months

| | | | Q | uality of | Service | Ratings | 5 | | | | | | |
|--|---|--|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this apartment, | or mobile | Ra | ıce | | ln v | vhich ca | tegory i | s your a | ge? | | What is gend | |
| How do you rate the quality of each of the following services? | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Police services | 64 | 64 | 68 | 55 | 46 | 61 | 64 | 66 | 68 | 69 | 81 | 66 | 62 |
| Fire services | 77 | 77 | 78 | 74 | 67 | 74 | 78 | 78 | 80 | 80 | 82 | 75 | 78 |
| Ambulance/emergency medical services | 72 | 72 | 74 | 66 | 70 | 66 | 73 | 72 | 74 | 75 | 82 | 70 | 74 |
| Crime prevention | 55 | 53 | 57 | 48 | 42 | 54 | 54 | 51 | 54 | 59 | 67 | 54 | 54 |
| Fire prevention and education | 63 | 63 | 63 | 63 | 42 | 58 | 63 | 69 | 66 | 67 | 77 | 61 | 65 |
| Traffic enforcement | 57 | 55 | 57 | 54 | 41 | 56 | 60 | 57 | 53 | 61 | 60 | 58 | 53 |
| Garbage collection | 69 | 64 | 67 | 63 | 78 | 59 | 65 | 66 | 68 | 66 | 76 | 69 | 62 |
| Recycling | 60 | 47 | 51 | 56 | 54 | 40 | 54 | 55 | 51 | 62 | 69 | 53 | 52 |
| Yard waste pick-up | 58 | 52 | 55 | 53 | 53 | 48 | 57 | 55 | 58 | 54 | 64 | 56 | 52 |
| Street repair | 44 | 40 | 41 | 43 | 43 | 39 | 43 | 43 | 42 | 45 | 43 | 42 | 43 |
| Street cleaning | 51 | 43 | 47 | 45 | 47 | 42 | 48 | 47 | 45 | 48 | 57 | 48 | 45 |
| Street lighting | 53 | 51 | 53 | 48 | 55 | 45 | 50 | 53 | 55 | 56 | 66 | 53 | 50 |
| Snow removal | 55 | 50 | 54 | 50 | 43 | 50 | 52 | 56 | 57 | 54 | 57 | 53 | 52 |
| Sidewalk maintenance | 49 | 44 | 48 | 43 | 45 | 46 | 50 | 45 | 45 | 43 | 52 | 47 | 45 |
| Traffic signal timing | 45 | 44 | 44 | 47 | 34 | 39 | 43 | 49 | 49 | 52 | 52 | 48 | 40 |

| | | | Q | uality of | Service | Ratings | 6 | | | | | | |
|--|---|--|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|---------------|------|
| | Is this apartment, | or mobile | Ra | ace | | ln v | vhich ca | tegory i | s your a | ge? | | What is gende | |
| How do you rate the quality of each of the following services? | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Amount of public parking | 42 | 42 | 43 | 39 | 30 | 42 | 40 | 51 | 38 | 40 | 47 | 44 | 39 |
| Bus/transit services | 55 | 52 | 53 | 54 | 45 | 58 | 43 | 54 | 56 | 56 | 53 | 50 | 56 |
| Storm drainage | 53 | 54 | 53 | 55 | 52 | 56 | 55 | 55 | 50 | 52 | 54 | 51 | 56 |
| Drinking water | 51 | 56 | 58 | 46 | 47 | 52 | 60 | 49 | 50 | 61 | 66 | 48 | 62 |
| Sewer services | 55 | 54 | 58 | 47 | 57 | 54 | 54 | 53 | 54 | 59 | 58 | 53 | 57 |
| City parks | 56 | 58 | 59 | 54 | 55 | 59 | 60 | 54 | 54 | 57 | 64 | 54 | 61 |
| Recreation programs or classes | 54 | 56 | 57 | 52 | 43 | 56 | 52 | 57 | 54 | 60 | 69 | 55 | 56 |
| Range/variety of recreation programs and classes | 53 | 51 | 53 | 49 | 30 | 50 | 51 | 55 | 55 | 60 | 66 | 52 | 52 |
| Recreation centers/facilities | 51 | 53 | 52 | 55 | 42 | 54 | 51 | 50 | 54 | 61 | 63 | 52 | 53 |
| Accessibility of parks | 59 | 60 | 62 | 55 | 55 | 61 | 62 | 55 | 61 | 62 | 65 | 58 | 63 |
| Accessibility of recreation centers/facilities | 56 | 54 | 55 | 54 | 42 | 55 | 59 | 51 | 60 | 61 | 61 | 56 | 54 |
| Appearance/maintenance of parks | 61 | 58 | 60 | 58 | 53 | 58 | 61 | 59 | 62 | 61 | 66 | 59 | 59 |
| Appearance of recreation centers/facilities | 56 | 56 | 55 | 57 | 46 | 57 | 58 | 54 | 59 | 58 | 57 | 57 | 55 |

| | | | Q | uality of | Service | Ratings | 6 | | | | | | |
|--|---|--|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this apartment, hom | , or mobile | Ra | ace | | ln v | vhich ca | tegory i | s your a | ge? | | What is gend | |
| How do you rate the quality of each of the following services? | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Land use, planning and zoning | 38 | 32 | 32 | 41 | 29 | 29 | 40 | 35 | 34 | 38 | 44 | 35 | 34 |
| Code enforcement (weeds, abandoned buildings, etc) | 39 | 32 | 35 | 33 | 27 | 33 | 40 | 34 | 33 | 39 | 37 | 35 | 35 |
| Animal control | 49 | 48 | 50 | 45 | 48 | 52 | 53 | 43 | 42 | 50 | 58 | 49 | 49 |
| Economic development | 46 | 44 | 48 | 42 | 41 | 48 | 43 | 43 | 46 | 48 | 55 | 47 | 44 |
| Health services | 54 | 57 | 58 | 52 | 51 | 55 | 58 | 52 | 55 | 61 | 64 | 56 | 56 |
| Services to seniors | 56 | 50 | 53 | 52 | 44 | 58 | 53 | 48 | 50 | 58 | 50 | 50 | 56 |
| Services to youth | 49 | 39 | 47 | 37 | 39 | 46 | 37 | 39 | 44 | 49 | 56 | 40 | 47 |
| Services to low-income people | 45 | 45 | 50 | 39 | 38 | 52 | 46 | 41 | 38 | 47 | 47 | 42 | 49 |
| Public library services | 68 | 65 | 68 | 63 | 60 | 61 | 73 | 64 | 66 | 68 | 77 | 67 | 66 |
| Variety of library materials | 69 | 61 | 65 | 62 | 63 | 57 | 72 | 62 | 62 | 66 | 71 | 65 | 63 |
| Public information services | 64 | 53 | 59 | 56 | 50 | 56 | 60 | 58 | 57 | 60 | 67 | 59 | 56 |
| Municipal courts | 64 | 55 | 60 | 56 | 49 | 61 | 57 | 55 | 61 | 64 | 68 | 62 | 55 |
| Public schools | 59 | 55 | 56 | 60 | 52 | 54 | 56 | 59 | 58 | 61 | 68 | 56 | 58 |

| | | | Q | uality of | Service | Ratings | 6 | | | | | | |
|--|---|--|---------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this apartment hon | , or mobile | Ra | ice | | ln v | vhich ca | itegory i | s your a | ge? | | What is gend | |
| How do you rate the quality of each of the following services? | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Cable television | 44 | 33 | 37 | 40 | 49 | 43 | 31 | 34 | 29 | 31 | 48 | 37 | 38 |
| Average rating on a 100-p | oint scale (100 | 0=Excellent, | 0=Poor) | | | | | | | | | | |

| | | | Ratir | ngs of Va | arious Le | evels of (| Governm | ent | | | | | |
|---|---|--|------------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this house or mobile | The second secon | Ra | ıce | | ln | which ca | ategory i | s your a | ge? | | What is gend | - |
| Overall, how would you rate the quality of services provided by | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| The City of Lynchburg | 55 | 55 | 56 | 54 | 44 | 54 | 54 | 55 | 51 | 63 | 63 | 57 | 53 |
| The Federal Government | 50 | 44 | 46 | 48 | 45 | 47 | 41 | 49 | 40 | 58 | 46 | 47 | 46 |
| The State Government | 53 | 47 | 49 | 52 | 46 | 51 | 48 | 48 | 43 | 57 | 51 | 48 | 51 |
| Average rating of | n a 100-point so | cale (100=Exc | ellent, 0= | Poor) | | | | | | | | | |

| | Is this house or mobile | The second secon | Ra | ice | | ln ¹ | which ca | ategory is | s your aç | ge? | | What is gend | |
|--|---|--|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Have you had any in-person or phone contact with an employee of the City of Lynchburg within the last 12 months? | 54% | 70% | 65% | 58% | 60% | 66% | 76% | 63% | 54% | 63% | 46% | 58% | 70% |

| | | | Rating | gs of Co | ntact wi | th City E | mployee | es | | | | | |
|--|---|---|----------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| What was your | Is this apartment hon | , or mobile | Ra | ice | | ln v | which ca | ıtegory i | s your a | ge? | | What is gend | • |
| impression of employees of the City of Lynchburg in your most recent contact? | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Knowledge | 71 | 64 | 69 | 62 | 59 | 61 | 72 | 65 | 71 | 69 | 78 | 70 | 62 |
| Responsiveness | 69 | 63 | 67 | 61 | 48 | 63 | 68 | 63 | 72 | 69 | 77 | 69 | 61 |
| Courtesy | 68 | 66 | 69 | 61 | 47 | 63 | 73 | 67 | 66 | 76 | 84 | 71 | 63 |
| Overall Impression | 65 | 64 | 66 | 61 | 43 | 60 | 69 | 66 | 68 | 72 | 74 | 68 | 60 |
| Average rating on a | 100-point scal | e (100=Excell | ent, 0=P | oor) | | | | | | | | | |

| | | | | Rati | ngs of P | ublic Tru | ıst | | | | | | |
|---|---|---|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this house or mobile | | Ra | ıce | | In | which ca | ategory is | s your a | ge? | | What is gend | - |
| Please rate the following statements: | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| I receive good value for the City of Lynchburg taxes I pay | 57 | 49 | 54 | 49 | 50 | 42 | 56 | 50 | 54 | 65 | 70 | 56 | 48 |
| I am pleased with the overall direction that the City of Lynchburg is taking | 59 | 54 | 56 | 57 | 56 | 57 | 55 | 52 | 51 | 64 | 67 | 58 | 54 |
| The City of Lynchburg government welcomes citizen involvement | 64 | 54 | 57 | 62 | 51 | 51 | 64 | 54 | 61 | 70 | 68 | 61 | 54 |
| The City of Lynchburg government listens to citizens | 55 | 47 | 50 | 53 | 43 | 46 | 50 | 48 | 56 | 58 | 64 | 54 | 47 |

| | | | | Perce | otions of | the Eco | nomy | | | | | | |
|--|---|---|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| What impact, if any, do you think the | | house, , or mobile ne | Ra | ıce | | ln v | which ca | itegory is | s your a | ge? | | What is gend | • |
| economy will have on your family income in the next 6 months? Do you think the impact will be: | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| Very positive | 4% | 1% | 3% | 2% | 0% | 2% | 2% | 3% | 4% | 5% | 7% | 3% | 4% |
| Somewhat positive | 23% | 17% | 19% | 22% | 38% | 21% | 13% | 21% | 17% | 22% | 7% | 19% | 21% |
| Neutral | 46% | 43% | 44% | 45% | 35% | 52% | 52% | 29% | 44% | 42% | 52% | 47% | 39% |
| Somewhat negative | 20% | 29% | 28% | 18% | 27% | 19% | 23% | 39% | 27% | 21% | 23% | 25% | 25% |
| Very negative | 6% | 9% | 6% | 12% | 0% | 7% | 10% | 8% | 8% | 10% | 12% | 6% | 11% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

| | | | | Pol | icy Ques | stion #1 | | | | | | | |
|---|--|---|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|---------------|-----|
| | Is this apartment hon | , or mobile | Ra | ıce | | ln v | which ca | tegory i | s your a | ge? | | What is gende | |
| | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Mal |
| Citizens now have the opportunity to conduct business over the Internet with the City. Such business includes applying for jobs with the City, paying utility bills, paying parking tickets and requesting services. Please indicate how likely or unlikely you are to conduct this kind of business with the City over the Internet: | 48% | 48% | 50% | 41% | 76% | 59% | 60% | 42% | 40% | 19% | 13% | 48% | 46% |

| | | | | Ро | licy Que | stion #2 | | | | | | | |
|---|---|---|-------|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|--------------|------|
| | Is this apartment, hom | or mobile | Ra | ıce | | ln ^y | which ca | itegory i | s your a | ge? | | What is gend | |
| | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| To what degree do you support or oppose using public funds to provide incentives to businesses to boost economic development? | 56% | 61% | 59% | 57% | 64% | 65% | 61% | 52% | 72% | 42% | 47% | 54% | 64% |

| Policy Question #3 | | | | | | | | | | | | | |
|---|---|---|-------|---------------|--------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|----------------------|------|
| | Is this house, apartment, or mobile home | | Race | | In which category is your age? | | | | | | | What is your gender? | |
| | Rented for cash or occupied without cash payment? | Owned by you or someone in this house | white | non- white | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | 65 to 74 years | 75 years or older | Female | Male |
| To what degree would you support or oppose the City in providing wireless Internet services for a fee to businesses or residents? | 56% | 55% | 55% | 54% | 65% | 63% | 54% | 53% | 61% | 37% | 34% | 46% | 65% |